

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

May 21, 2014

Call to Order and Roll Call

The fifteenth meeting of the Education and Outreach Subcommittee was held on Wednesday, May 21, 2014, at 1:00 p.m. in Conference Room 12C at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair; Andrea Bennett; Julie Costich; Susan Dunlap; Regan Hunt (by phone); Rich Seckel; Bill Wagner (by phone); and Marcus Woodward. Gabriela Alcalde, David Allgood, Patty Gregory, Malea Hoepf Young, Tina McCormick and Kathy Wheeler were not present at the meeting.

Staff Present: Kris Hayslett, Jean Klinge, Bill Nold, Vanessa Petrey, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the April 9, 2014, meeting, as amended, seconded, and approved by voice vote.

Addition of New Member

Andrea Bennett, a member of the full Advisory Board, was welcomed back as a member of the Education and Outreach Subcommittee, taking the place of departing member Katie Carter.

Update on kynect Enrollment

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), informed the subcommittee members that 501,585 people were enrolled in health coverage through kynect. Insurance agents signed up six percent of the total Medicaid enrollees, while kynectors signed up 27 percent of the Medicaid enrollees. In terms of Qualified Health Plans (QHP), insurance agents processed 44 percent of the QHP enrollments, while kynectors were responsible for 15 percent. During the next open enrollment, a greater focus will be placed on reaching out to individuals who are QHP eligible.

Update on kynect Program

Focus groups are being held currently for the kynect mobile application. This will not be an enrollment application, but instead is designed to help bring more people to kynect and make those tasks easier that customers are finding problematic. The tasks include a better search function to locate insurance agents and kynectors. The application also will serve as a source of information, not just to announce dates and event locations, but also to disburse positive or preventative information.

This time between open enrollment periods is being used to review what can be fixed, what can be improved, and what can make the application process faster and easier going forward. In Release 4.0, there will be a module which allows customers to file complaints, appeals, or report incidents of fraudulent activity through the Self Service Portal (SSP).

Overall, 1,300 appeals were filed by applicants, but many were not appealable issues and the majority were resolved through a desk review. While customers are filing complaints about hold times on the phones, overall they are more concerned about getting their coverage corrected.

The call center continues to receive roughly 4,000 calls daily and is answering them in less than two minutes. There is a very low incident of dropped calls. In Tier 2, there is a 25 minute wait time. The aim is to further improve and enhance Tier 1 and Tier 2, through focus groups and additional training, to better triage cases and streamline the call center process.

Update on Education and Outreach Efforts

Four focus groups were held with Young Invincibles. There are a number of motivating factors to getting or not getting insurance for this demographic. For some it is a rite of passage as an adult to obtain health insurance. Those with a debilitating illness or injury are more likely to get insurance, whereas those familiar with the free clinic system are more content to find treatment through that avenue. The two messages that tested best with both the insured and uninsured were, "It's more affordable than you think," and "You never know when you will need it."

There will be a mobile tour again this year, and kynect is the host agency at the State Fair. Healthcare 101 literature will be made available to hand out to help inform the public how to use their new insurance, along with maps indicating which kynector entities represent each county.

Lindsay Nelson, State Coordinator for Outreach and Enrollment, Kentucky Primary Care Association (KYPKA), updated the subcommittee on her organization's efforts in Region 8. KYPKA is focusing on outreach and education, as many people do not realize they can still sign up if they are Medicaid eligible or have a special enrollment circumstance. There also is ongoing work with individuals on probation and parole, including standing appointments to reach the newly released.

Rob Jones, Executive Director, Community Action Kentucky (CAK), informed the subcommittee members that all of his agencies in Regions 1, 2, 4, 5, 6, and 7, reported that CAK is not seeing any substantial decrease in the Medicaid sign-ups. The same demands are there from their community partners. They are working less formal events to accommodate this need.

Kelli Cauley, kynector IPA Team Leader, Kentuckiana Regional Planning and Development Agency (KIPDA), briefed the subcommittee on the ongoing efforts of KIPDA as the kynector entity for Region 3. KIPDA is doing a big push to reach out to the working poor, and is going into small businesses to try and talk with businesses' part-time employees. KIPDA is also continuing its outreach efforts with the corrections' population.

New Business

The next meeting of the subcommittee is scheduled for July 1, 2014, at 1:00 p.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 2:48 p.m.